

## COMPANY TRADE MISSION QUESTIONNAIRE

### GENERAL INFORMATION

Company name	American Leak Detection
Industry	Non-destructive water, gas and oil leak detection
Ranking (if any)	"Entrepreneur" magazine has ranked ALD #1 in the "Maintenance Products and Services" franchise sector for the last 5 years.
Annual sales in USD	
Number of employees	30
Number of units in U.S.	Over 250
Number of units internationally	100
Year founded	1974
Main competitors	None with a national or franchised brand
Countries operating in:	Australia, <u>Belgium</u> , Brazil, Canada, Chile, Saudi Arabia, Spain, the USA and Venezuela.  We are seeking Country Master Franchisees in other Western and Eastern Europe countries

### FRANCHISE PROGRAM

What is your product or service?	Non-destructive oil, gas, water, pipeline leak detection using remote sensing
What are your market advantages?	30 years of success, proprietary equipment and processes
What year did you start franchising?	1984
What form of franchise contract do you offer? (Master / Area Development / Other)	Country Master Franchise agreement
How long is your training?	4-8 weeks, depending on the level of operation (unit or master)

<b>Where is the training done?</b>	Palm Spring, California USA plus 2-4 weeks of training of technicians in-country
<b>What is your international on-going support?</b>	2 weeks in-country per year plus regional and international conferences plus a strong Intranet resource
<b>What are some unique selling points of your franchise opportunity?</b>	30 years success.  Extensive training and technology,  Only franchised business in this sector.  Operations in 9 countries  High rate of return business model

## PROSPECT QUALIFICATION

<b>Financial requirements</b>	Min. net worth <i>USD 500,000</i> Min. required investment <i>USD 400,000</i> Min. operating capital <i>USD 100,000</i>
<b>Industries where potential franchisees could be found?</b>	<p>Successful groups and executives particularly from these sectors</p> <ul style="list-style-type: none"> <li>Franchise systems</li> <li>Home and commercial service sector</li> <li>Large electrical and mechanical contractors</li> <li>Real estate and property development and management businesses</li> </ul> <p>Franchisors or Master Franchisees of significant stature in-country</p> <p>Investor groups that can bring in a proven management team</p> <p>Successful private equity or development company who wishes to start and grow a new business using a proven business system that fills a niche in the</p>

	marketplace
<b>Profile of the ideal candidate</b>	<p>Business development group or executive with highly successful record</p> <p>Business groups seeking diversification in an established marketplace</p> <p>Strong sales and marketing skills and experience</p> <p>Understands the value of new concepts combined with a proven business system with growth based on franchising</p> <p>Comfortable with a service and technology business concept</p> <p>Capital to invest of US\$400-500,000+ (Europe Country Master Franchise)</p> <p>Experience as a franchisor, franchisee or master franchisee is preferred; but not required</p>
<b>Additional requirements</b>	Country Master Franchisee must own and operate a unit franchise.

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**SIGNATURE -** \_\_\_\_\_

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